

Buy (old: Buy)

Price target: EUR 5.00 (old: EUR 4.50)

Price:	EUR 2.88	Next result:	Q3 2012: 30.11.12
Bloomberg:	ERMK GR	Market cap:	EUR 34.4 m
Reuters:	ERMGk.DE	Enterprise Value:	EUR 34.8 m

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Sound preliminary Q3 results; Strong Q4 ahead; chg. est. & PT

DEAG will release final Q3 figures on **Friday 30 November**, a conference call will not be held. Preliminary numbers are shown in the table below:

DEAG in € m	Q3 12 prel.	Q3 12 est	Q3 11	yoy	9M 12 prel.	9m 12 est	9M 11	yoy
Sales	30.7	28.4	29.2	5.2%	96.5	94.2	93.9	2.8%
EBIT	na	0.2	0.2	na	4.2	4.1	5.8	-27.6%
EBIT margin	-	0.5%	0.7%	na	4.4%	4.4%	6.2%	-1.8 pp
Net profit	na	0.1	0.2	na	1.8	1.7	2.0	-10.0%
Net margin	-	0.4%	0.7%	na	1.9%	1.8%	2.1%	-0.3 pp
EPS	na	0.01	0.02	na	0.15	0.14	0.16	-10.0%

Source: Company data, Hauck&Aufhäuser

Sales came in ahead of expectations at € 30.7m (+5.2% yoy) fuelled by successful events both in the Live Touring and Entertainment Services segment. In contrast **EBIT on a 9M basis decreased by 27.6% to € 4.2m**. Here a rising market share of Ticketmaster Germany (exclusively responsible for ticketing at several tours and concerts) was offset by SG&A expenses for upcoming events in Q4 which are already accounted for in the previous quarters.

As mentioned in earlier updates **DEAG's business is characterised by seasonality** which differs each year as concerts, tours and projects scatter differently across the quarters. **For 2012 major contributions to top- and bottom-line are anticipated in Q4** due to the European Football Championship and the Olympics in the summer month, meaning that **9M results are completely in line with FY expectations**.

Management specified the previously announced soft **guidance** of "top-line above 2011 figures" to "**above € 160m before consolidation**" (eH&A FY 2012 sales after consolidation € 151.3m). On top DEAG remains confident to **continue the dividend policy** and expects further growth for FY 2013 as the concert pipeline and related ticket sales are strong.

Estimates have been adjusted to reflect further increasing traction of the Swiss subsidiaries as well as the expanding market share of Ticketmaster Germany.

Valuation based on FCFY 2013E now yields a **PT of € 5.00** (old: € 4.50), which is further supported by a PER of only 8.2x 2012E and therefore well below historic multiples. Hence, **we reiterate our recommendation to BUY**.

Y/E 31.12 (EUR m)	2008	2009	2010	2011	2012E	2013E	2014E
Sales	109.5	116.7	125.8	128.3	151.3	158.1	165.2
Sales growth	39 %	7 %	8 %	2 %	18 %	4 %	4 %
EBITDA	3.7	6.4	10.0	8.1	11.7	13.4	14.8
EBIT	-3.1	4.8	8.2	7.2	10.8	12.5	13.8
Net income	-11.1	0.5	1.3	2.5	4.2	4.8	5.2
Net debt	11.3	4.2	0.3	1.6	0.4	-5.2	-11.1
Net gearing	-16.5 %	-42.0 %	-84.0 %	-100.9 %	-128.8 %	-125.7 %	-124.5 %
Net Debt/EBITDA	3.0	0.7	0.0	0.2	0.0	0.0	0.0
EPS fully diluted	-0.37	0.07	0.16	0.21	0.34	0.39	0.42
CPS	0.22	-0.02	0.75	0.37	0.76	0.53	0.63
DPS	0.00	0.00	0.00	0.04	0.06	0.07	0.08
Dividend yield	0.0 %	0.0 %	0.0 %	1.4 %	2.3 %	2.6 %	2.8 %
Gross profit margin	24.2 %	22.7 %	24.9 %	25.4 %	26.2 %	26.6 %	27.0 %
EBITDA margin	3.4 %	5.5 %	8.0 %	6.3 %	7.7 %	8.5 %	8.9 %
EBIT margin	-2.9 %	4.1 %	6.5 %	5.6 %	7.1 %	7.9 %	8.4 %
ROCE	-6.2 %	9.9 %	17.1 %	14.4 %	20.6 %	22.1 %	22.1 %
EV/sales	0.7	0.3	0.3	0.3	0.2	0.2	0.1
EV/EBITDA	21.0	6.0	3.5	4.4	3.0	2.2	1.6
EV/EBIT	-24.9	8.0	4.2	5.0	3.2	2.3	1.7
PER	-11.1	27.3	25.6	13.5	8.2	7.2	6.6
Adjusted FCF yield	2.2 %	10.6 %	10.9 %	11.3 %	15.4 %	20.0 %	28.8 %

Source: Company data, Hauck & Aufhäuser Close price as of: 28.11.2012



Source: Company data, Hauck & Aufhäuser

High/low 52 weeks: 2.92 / 2.09

Price/Book Ratio: 1.3

Relative performance (SDAX):

3 months 3.2 %

6 months 13.8 %

12 months 16.7 %

Changes in estimates

	Sales	EBIT	EPS
2012	<i>old:</i> 135.4	10.1	0.29
	Δ 11.7%	6.6%	15.6%
2013	<i>old:</i> 142.2	11.1	0.32
	Δ 11.2%	12.6%	19.5%
2014	<i>old:</i> 149.3	12.1	0.34
	Δ 10.7%	14.5%	25.2%

Key share data:

Number of shares: (in m pcs) 12.4

Authorised capital: (in € m) 0.0

Book value per share: (in €) 2.2

Ø trading volume: (12 months) 38,000

Major shareholders:

Free Float 50.0 %

Heliad Equity Partners 25.1 %

Peter Schwenkow 24.9 %

David Garrett (incl. in free float) 3.0 %

Company description:

DEAG is one of the leading live entertainment providers in Europe. While it is the dominant market leader in the organisation of Rock/Pop tours in Switzerland, it is the second biggest player in Germany and the biggest European concert promoter in the classical music business.

Financials

Profit and loss (EUR m)	2008	2009	2010	2011	2012E	2013E	2014E
Sales	109.5	116.7	125.8	128.3	151.3	158.1	165.2
<i>Sales growth</i>	39.0 %	6.6 %	7.8 %	2.0 %	17.9 %	4.5 %	4.5 %
Cost of sales	82.9	90.2	94.5	95.7	111.7	116.1	120.6
Gross profit	26.5	26.5	31.3	32.6	39.6	42.1	44.6
Sales and marketing	13.8	14.7	13.2	15.8	18.2	19.1	19.8
General and administration	10.2	11.0	11.4	12.9	14.7	14.5	15.3
Research and development	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other operating income	2.1	5.2	3.2	4.1	4.8	5.1	5.3
Other operating expenses	1.0	1.1	1.7	0.9	0.9	0.9	1.0
Unusual or infrequent items	0.0	0.0	0.0	0.0	0.0	0.0	0.0
EBITDA	3.7	6.4	10.0	8.1	11.7	13.4	14.8
Depreciation	0.3	0.2	0.2	0.2	0.2	0.2	0.2
EBITA	3.4	6.2	9.8	7.9	11.4	13.2	14.5
Amortisation of goodwill	2.3	0.4	0.7	0.0	0.0	0.0	0.0
Amortisation of intangible assets	4.2	1.0	0.9	0.7	0.7	0.7	0.7
Impairment charges	0.0	0.0	0.0	0.0	0.0	0.0	0.0
EBIT	-3.1	4.8	8.2	7.2	10.8	12.5	13.8
Interest income	0.5	0.1	0.1	0.1	0.1	0.2	0.1
Interest expenses	1.6	1.4	1.2	1.2	1.1	1.0	1.0
Other financial result	-0.2	-0.3	-0.2	-0.1	-0.1	-0.1	-0.3
Financial result	-1.4	-1.6	-1.3	-1.2	-1.1	-1.0	-1.2
Recurring pretax income from continuing operations	-4.6	3.3	6.9	6.0	9.7	11.6	12.6
Extraordinary income/loss	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Earnings before taxes	-4.6	3.3	6.9	6.0	9.7	11.6	12.6
Taxes	0.4	0.4	2.5	1.5	2.5	3.5	3.9
Net income from continuing operations	-5.0	2.9	4.4	4.4	7.2	8.1	8.7
Result from discontinued operations (net of tax)	5.2	0.8	0.0	0.0	0.0	0.0	0.0
Net income	-10.1	2.1	4.4	4.4	7.2	8.1	8.7
Minority interest	1.0	1.6	3.0	1.9	3.0	3.3	3.5
Net income (net of minority interest)	-11.1	0.5	1.3	2.5	4.2	4.8	5.2
Average number of shares	24.0	12.4	12.4	12.4	12.4	12.4	12.4
EPS reported	-0.46	0.04	0.11	0.21	0.34	0.39	0.42

Profit and loss (common size)	2008	2009	2010	2011	2012E	2013E	2014E
Sales	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %
Cost of sales	75.8 %	77.3 %	75.1 %	74.6 %	73.8 %	73.4 %	73.0 %
Gross profit	24.2 %	22.7 %	24.9 %	25.4 %	26.2 %	26.6 %	27.0 %
Sales and marketing	12.6 %	12.6 %	10.5 %	12.3 %	12.0 %	12.1 %	12.0 %
General and administration	9.3 %	9.5 %	9.1 %	10.0 %	9.7 %	9.2 %	9.2 %
Research and development	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
Other operating income	1.9 %	4.5 %	2.5 %	3.2 %	3.2 %	3.2 %	3.2 %
Other operating expenses	0.9 %	0.9 %	1.3 %	0.7 %	0.6 %	0.6 %	0.6 %
Unusual or infrequent items	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
EBITDA	3.4 %	5.5 %	8.0 %	6.3 %	7.7 %	8.5 %	8.9 %
Depreciation	0.3 %	0.2 %	0.2 %	0.2 %	0.1 %	0.1 %	0.1 %
EBITA	3.1 %	5.3 %	7.8 %	6.1 %	7.6 %	8.3 %	8.8 %
Amortisation of goodwill	2.1 %	0.3 %	0.6 %	0.0 %	0.0 %	0.0 %	0.0 %
Amortisation of intangible assets	3.8 %	0.8 %	0.7 %	0.5 %	0.4 %	0.4 %	0.4 %
Impairment charges	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
EBIT	-2.9 %	4.1 %	6.5 %	5.6 %	7.1 %	7.9 %	8.4 %
Interest income	0.5 %	0.1 %	0.1 %	0.1 %	0.1 %	0.1 %	0.1 %
Interest expenses	1.5 %	1.2 %	1.0 %	1.0 %	0.7 %	0.6 %	0.6 %
Other financial result	-0.2 %	-0.2 %	-0.2 %	-0.1 %	-0.1 %	-0.1 %	-0.2 %
Financial result	-1.3 %	-1.3 %	-1.1 %	-0.9 %	-0.7 %	-0.6 %	-0.7 %
Recurring pretax income from continuing operations	-4.2 %	2.8 %	5.5 %	4.7 %	6.4 %	7.3 %	7.6 %
Extraordinary income/loss	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
Earnings before taxes	-4.2 %	2.8 %	5.5 %	4.7 %	6.4 %	7.3 %	7.6 %
Tax rate	-8.6 %	11.9 %	36.6 %	25.7 %	25.8 %	30.0 %	31.0 %
Net income from continuing operations	-4.5 %	2.5 %	3.5 %	3.5 %	4.7 %	5.1 %	5.3 %
Result from discontinued operations (net of tax)	4.7 %	0.7 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
Net income	-9.2 %	1.8 %	3.5 %	3.5 %	4.7 %	5.1 %	5.3 %
Minority interest	0.9 %	1.4 %	2.4 %	1.5 %	2.0 %	2.1 %	2.1 %
Net income (net of minority interest)	-10.2 %	0.4 %	1.1 %	2.0 %	2.8 %	3.0 %	3.2 %

Source: Company data, Hauck & Aufhäuser

Balance sheet (EUR m)	2008	2009	2010	2011	2012E	2013E	2014E
Intangible assets	31.0	25.4	24.2	25.0	24.5	24.0	23.5
Property, plant and equipment	9.1	9.1	9.0	9.2	9.4	9.5	9.7
Financial assets	1.0	1.6	1.0	2.6	2.6	2.6	2.6
FIXED ASSETS	41.1	36.1	34.2	36.8	36.5	36.2	35.8
Inventories	6.5	6.5	7.7	12.8	10.1	10.9	11.4
Accounts receivable	6.6	8.9	7.5	7.0	8.2	8.6	9.0
Other current assets	5.6	3.0	3.8	4.1	4.1	4.1	4.1
Liquid assets	22.2	23.5	31.8	35.7	46.3	52.2	59.7
Deferred taxes	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Deferred charges and prepaid expenses	0.0	0.0	0.0	2.3	0.0	0.0	0.0
CURRENT ASSETS	40.9	41.8	50.9	61.9	68.7	75.8	84.3
TOTAL ASSETS	82.0	77.9	85.1	98.7	105.2	112.0	120.1
SHAREHOLDERS EQUITY	20.4	21.7	22.2	24.5	27.2	33.0	39.3
MINORITY INTEREST	3.6	4.1	4.7	5.6	5.6	5.6	5.6
Long-term debt	14.7	12.0	10.6	8.7	9.0	8.5	8.5
Provisions for pensions and similar obligations	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other provisions	7.5	7.3	8.9	9.6	9.8	10.0	10.2
Non-current liabilities	22.2	19.3	19.4	18.4	18.8	18.5	18.7
short-term liabilities to banks	4.1	2.4	2.6	2.3	2.3	2.3	2.3
Accounts payable	7.5	10.2	9.4	9.5	10.7	10.8	11.2
Advance payments received on orders	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other liabilities (incl. from lease and rental contracts)	1.8	0.0	0.0	0.0	0.0	0.0	0.0
Deferred taxes	2.0	1.7	2.0	2.0	2.0	2.0	2.0
Deferred income	20.4	18.5	24.8	36.5	43.0	44.9	47.0
Current liabilities	35.8	32.9	38.8	50.3	58.0	60.0	62.5
TOTAL LIABILITIES AND SHAREHOLDERS EQUITY	82.0	77.9	85.1	98.7	109.5	117.0	126.0

Balance sheet (common size)	2008	2009	2010	2011	2012E	2013E	2014E
Intangible assets	37.8 %	32.6 %	28.4 %	25.3 %	22.4 %	20.5 %	18.7 %
Property, plant and equipment	11.1 %	11.6 %	10.6 %	9.3 %	8.6 %	8.2 %	7.7 %
Financial assets	1.2 %	2.0 %	1.2 %	2.6 %	2.4 %	2.2 %	2.1 %
FIXED ASSETS	50.1 %	46.3 %	40.2 %	37.3 %	33.3 %	30.9 %	28.4 %
Inventories	7.9 %	8.3 %	9.1 %	12.9 %	9.2 %	9.3 %	9.0 %
Accounts receivable	8.1 %	11.4 %	8.9 %	7.1 %	7.5 %	7.4 %	7.1 %
Other current assets	6.8 %	3.8 %	4.4 %	4.2 %	3.8 %	3.5 %	3.3 %
Liquid assets	27.0 %	30.2 %	37.4 %	36.2 %	42.3 %	44.6 %	47.4 %
Deferred taxes	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
Deferred charges and prepaid expenses	0.0 %	0.0 %	0.0 %	2.3 %	0.0 %	0.0 %	0.0 %
CURRENT ASSETS	49.9 %	53.7 %	59.8 %	62.7 %	62.8 %	64.8 %	66.9 %
TOTAL ASSETS	100.0 %	100.0 %	100.0 %	100.0 %	96.1 %	95.7 %	95.3 %
SHAREHOLDERS EQUITY	24.9 %	27.9 %	26.1 %	24.8 %	24.8 %	28.2 %	31.2 %
MINORITY INTEREST	4.3 %	5.2 %	5.5 %	5.6 %	5.1 %	4.7 %	4.4 %
Long-term debt	17.9 %	15.4 %	12.4 %	8.9 %	8.2 %	7.3 %	6.7 %
Provisions for pensions and similar obligations	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
Other provisions	9.1 %	9.4 %	10.4 %	9.8 %	8.9 %	8.5 %	8.1 %
Non-current liabilities	27.0 %	24.7 %	22.8 %	18.6 %	17.2 %	15.8 %	14.8 %
short-term liabilities to banks	5.0 %	3.1 %	3.1 %	2.3 %	2.1 %	2.0 %	1.8 %
Accounts payable	9.1 %	13.1 %	11.1 %	9.7 %	9.8 %	9.2 %	8.9 %
Advance payments received on orders	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
Other liabilities (incl. from lease and rental contracts)	2.2 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
Deferred taxes	2.5 %	2.2 %	2.3 %	2.0 %	1.8 %	1.7 %	1.6 %
Deferred income	24.9 %	23.7 %	29.1 %	37.0 %	39.3 %	38.4 %	37.3 %
Current liabilities	43.7 %	42.2 %	45.6 %	51.0 %	52.9 %	51.3 %	49.6 %
TOTAL LIABILITIES AND SHAREHOLDERS EQUITY	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %

Source: Company data, Hauck & Aufhäuser

Cash flow statement (EUR m)	2008	2009	2010	2011	2012E	2013E	2014E
Net profit/loss	-10.1	2.1	4.4	4.4	7.2	8.1	8.7
Depreciation of fixed assets (incl. leases)	0.3	0.2	0.2	0.2	0.2	0.2	0.2
Amortisation of goodwill	2.3	0.4	0.7	0.0	0.0	0.0	0.0
Amortisation of intangible assets	4.2	1.0	0.9	0.7	0.7	0.7	0.7
Others	4.3	-0.3	3.3	9.5	0.0	0.0	0.0
Cash flow from operations before changes in w/c	1.0	3.4	9.5	14.9	8.1	9.0	9.7
Increase/decrease in inventory	-2.8	-3.0	0.8	-8.6	2.7	-0.8	-0.5
Increase/decrease in accounts receivable	-0.1	0.0	0.0	0.0	-1.3	-0.4	-0.4
Increase/decrease in accounts payable	3.3	0.0	0.0	0.0	1.2	0.1	0.4
Increase/decrease in other working capital positions	4.6	0.0	0.0	-0.7	0.0	0.0	0.0
Increase/decrease in working capital	4.9	-3.0	0.8	-9.2	2.6	-1.1	-0.5
Cash flow from operating activities	5.9	0.4	10.3	5.6	10.7	7.9	9.2
CAPEX	0.5	0.3	0.3	0.4	0.6	0.6	0.6
Payments for acquisitions	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Financial investments	0.5	0.0	0.0	0.0	0.0	0.0	0.0
Income from asset disposals	-2.5	-0.1	1.0	0.1	0.0	0.0	0.0
Cash flow from investing activities	-2.6	-0.4	0.7	-0.4	-0.6	-0.6	-0.6
Cash flow before financing	2.4	0.0	11.0	5.3	10.1	7.3	8.6
Increase/decrease in debt position	7.1	3.6	-0.8	-1.3	0.3	-0.5	0.0
Purchase of own shares	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Capital measures	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dividends paid	-1.0	1.2	1.5	1.9	0.0	0.0	0.0
Others	0.0	-1.4	-3.1	0.0	0.0	0.0	0.0
Effects of exchange rate changes on cash	0.0	0.1	2.8	1.8	0.0	0.0	0.0
Cash flow from financing activities	8.1	1.1	-5.5	-3.2	0.3	-0.5	0.0
Increase/decrease in liquid assets	10.5	1.2	8.3	3.9	10.3	6.8	8.6
Liquid assets at end of period	25.6	23.5	31.8	35.7	46.0	52.9	61.5

Source: Company data, Hauck & Aufhäuser

Regional split (EUR m)	2008	2009	2010	2011	2012E	2013E	2014E
Domestic	0.0	0.0	0.0	0.0	0.0	0.0	0.0
yoy change	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Rest of Europe	0.0	0.0	0.0	0.0	0.0	0.0	0.0
yoy change	n/a	n/a	n/a	n/a	n/a	n/a	n/a
NAFTA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
yoy change	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Asia Pacific	0.0	0.0	0.0	0.0	0.0	0.0	0.0
yoy change	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Rest of world	0.0	0.0	0.0	0.0	0.0	0.0	0.0
yoy change	n/a	n/a	n/a	n/a	n/a	n/a	n/a
TTL	0.0	0.0	0.0	0.0	0.0	0.0	0.0
yoy change	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Source: Company data, Hauck & Aufhäuser

Key ratios (EUR m)	2008	2009	2010	2011	2012E	2013E	2014E
P&L growth analysis							
Sales growth	39.0 %	6.6 %	7.8 %	2.0 %	17.9 %	4.5 %	4.5 %
EBITDA growth	-44.1 %	72.5 %	56.3 %	-19.2 %	43.9 %	15.0 %	10.2 %
EBIT growth	-156.2 %	-254.1 %	70.2 %	-12.7 %	50.0 %	16.3 %	10.6 %
EPS growth	-1047.0 %	-108.3 %	183.4 %	89.0 %	64.4 %	14.6 %	8.9 %
Efficiency							
Total operating costs / sales	20.8 %	18.5 %	18.3 %	19.8 %	19.1 %	18.7 %	18.6 %
Sales per employee	632.7	634.6	638.0	621.0	665.5	628.4	628.4
EBITDA per employee	21.5	34.9	50.8	39.2	51.3	53.3	56.2
Balance sheet analysis							
Avg. working capital / sales	5.3 %	4.6 %	4.4 %	6.3 %	5.9 %	5.2 %	5.4 %
Inventory turnover (sales/inventory)	16.8	18.0	16.3	10.0	15.0	14.5	14.5
Trade debtors in days of sales	22.2	27.8	21.9	19.9	19.9	19.9	19.9
A/P turnover [(A/P*365)/sales]	32.9	41.4	36.4	36.4	35.0	34.0	34.0
Cash conversion cycle (days)	17.9	12.6	15.3	32.2	17.9	20.2	20.4
Cash flow analysis							
Free cash flow	5.4	0.1	10.0	5.2	10.1	7.3	8.6
Free cash flow/sales	4.9 %	0.1 %	8.0 %	4.1 %	6.7 %	4.6 %	5.2 %
FCF / net profit	-48.5 %	20.2 %	746.1 %	205.3 %	241.0 %	152.5 %	164.9 %
FCF yield	8.1 %	0.3 %	29.2 %	15.2 %	29.3 %	21.2 %	25.0 %
Capex / depre	14.3 %	18.7 %	15.3 %	45.6 %	66.7 %	66.7 %	63.8 %
Capex / maintenance capex	0.0 %	49.0 %	16.0 %	37.4 %	33.3 %	30.8 %	28.6 %
Capex / sales	0.9 %	0.3 %	0.2 %	0.3 %	0.4 %	0.4 %	0.4 %
Security							
Net debt	11.3	4.2	0.3	1.6	0.4	-5.2	-11.1
Net Debt/EBITDA	3.0	0.7	0.0	0.2	0.0	0.0	0.0
Net debt / equity	0.6	0.2	0.0	0.1	0.0	-0.2	-0.3
Interest cover	0.0	3.4	6.8	5.8	9.8	12.5	13.8
Dividend payout ratio	0.0 %	0.0 %	0.0 %	19.5 %	19.2 %	18.9 %	18.7 %
Asset utilisation							
Capital employed turnover	2.2	2.5	2.6	2.5	2.8	2.7	2.5
Operating assets turnover	7.4	8.2	8.5	6.6	8.9	8.7	8.8
Plant turnover	12.0	12.9	13.9	14.0	16.2	16.6	17.0
Inventory turnover (sales/inventory)	16.8	18.0	16.3	10.0	15.0	14.5	14.5
Returns							
ROCE	-6.2 %	9.9 %	17.1 %	14.4 %	20.6 %	22.1 %	22.1 %
ROE	-54.5 %	2.2 %	6.1 %	10.4 %	15.4 %	14.5 %	13.3 %
Other							
Interest paid / avg. debt	10.5 %	8.7 %	8.8 %	10.3 %	9.9 %	9.1 %	9.3 %
No. employees (average)	173	184	197	207	227	252	263
Number of shares	24.0	12.4	12.4	12.4	12.4	12.4	12.4
DPS	0.0	0.0	0.0	0.0	0.1	0.1	0.1
EPS reported	-0.46	0.04	0.11	0.21	0.34	0.39	0.42
Valuation ratios							
P/BV	3.3	1.6	1.6	1.4	1.3	1.0	0.9
EV/sales	0.7	0.3	0.3	0.3	0.2	0.2	0.1
EV/EBITDA	21.0	6.0	3.5	4.4	3.0	2.2	1.6
EV/EBITA	22.8	6.3	3.5	4.6	3.0	2.2	1.6
EV/EBIT	-24.9	8.0	4.2	5.0	3.2	2.3	1.7
EV/FCF	14.4	402.9	3.5	6.9	3.5	4.0	2.7
Dividend yield	0.0 %	0.0 %	0.0 %	1.4 %	2.3 %	2.6 %	2.8 %

Source: Company data, Hauck & Aufhäuser

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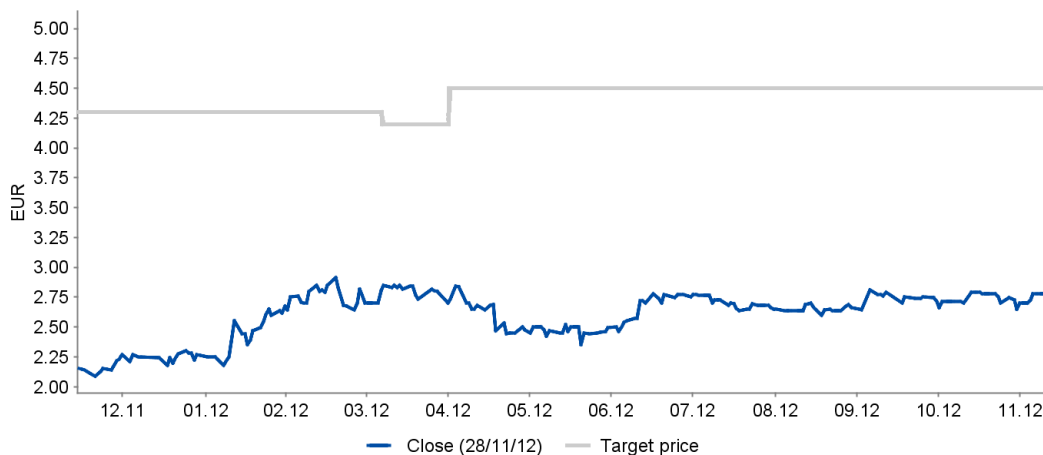
Company	Disclosure
DEAG Deutsche Entertainment AG	2, 5

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Historical target price and rating changes for DEAG Deutsche Entertainment AG in the last 12 months

Price and Rating History
DEAG Deutsche Entertainment AG as of 29/11/12

Initiation coverage
04-December-09



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